

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Advertising & Integrated Marketing Solutions
FSC Group: N/A

CONTRACT NUMBERS: GS-07F-089AA and GS-07F-090AA

CONTRACT PERIOD: December 12, 2012 to December 11, 2017

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: Sherry Matthews, Inc.
200 South Congress Ave
Austin, TX 78704-1219

CONTRACTOR'S ADMINISTRATION SOURCE: Wardaleen Belvin

BUSINESS SIZE: Small

Socioeconomic Indicators: WOSB

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

GS-07F-089AA

SIN	DESCRIPTION
541-1	Advertising Services
541-2	Public Relations Services
541-4A	Market Research and Analysis Services
541-4B	Video/Film Production Services
541-4C	Exhibit Design and Implementation Services
541-5	Integrated Marketing Services

GS-07F-090AA

SIN	DESCRIPTION
541-3	Web Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
N/A - Services		

1c. HOURLY RATES: (Services Only)
See pricing table below.

2. MAXIMUM ORDER*: \$1 million per SIN and \$1 million per order

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: NA

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: Net 30 days

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: NA

11b. EXPEDITED DELIVERY: Contact Contractor's Representative

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact the Contractor for rates.

11d. URGENT REQUIRMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: Same as contractor

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: N/A

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Purchases above the micro-purchase threshold will be accepted by contractor.

18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance for EIT:** as applicable
25. **DUNS NUMBER:** 112698253
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.

Pricing Table for all SINS

Labor Category	Hourly Rate
Project Manager/Account Director	\$157.93
Account Manager/Account Executive	\$118.20
Marketing Director	\$195.51
Public Relations Director	\$162.76
Media Buyer	\$118.15
Creative Director	\$200.94
Executive Producer/Writer	\$190.08
Research and Planning Director	\$147.18
Diversity Outreach Coordinator	\$190.08
Web Developer/Designer	\$152.06
Social Media Specialist	\$146.63
Accounting Manager	\$157.49
Administrative Assistant	\$108.82
Copywriter/Editor	\$133.44
Graphic Designer/Production Artist	\$123.30
Senior Management	\$210.58
Media Director	\$190.08
Media Planner	\$172.90
Media Coordinator	\$124.91

Interactive Media Buyer	\$168.35
Account Supervisor	\$147.85
Traffic Manager	\$86.89
Art Director	\$142.75
Broadcast Director	\$190.08
Broadcast Producer	\$157.49
Media Relations Account Supervisor	\$152.06
Media Relations Account Executive	\$135.77
Design Director	\$190.08
Outreach Director	\$148.05
Print Production Manager	\$103.24
Web Strategist	\$141.20
Web Designer	\$152.06